



MONTANA OFFICE OF TOURISM
SCANDINAVIA MISSION
January 25 – 31, 2010

Filippavej 4
DK-7100 Vejle
Denmark
preben.hansen@newmail.dk
www.prebenhansen.net

BACKGROUND

SCAN2010: (FERIE) Met with Preben Hansen. He is a travel guide writer. He has written for a guide that includes WY, SD, MT, UT and CO. He would like to include ND and perhaps ID in the rewrite.

Habets Alle 7
2800 Lyngby
Denmark
lissenhere@post.tele.dk

BACKGROUND

SCAN2010: (FERIE) Met with Lissen Jacobsen. She is a freelance journalist interested in our region. She met with each of the states and took their press kits. She has worked with Atlanticlink and has been on several of the fairs that they have coordinated. She would like to visit sometime in the future

Business Traveller Magazine
Business Traveler Denmark ApS
Rymarksvej 46
DK-2900 Hellerup
Denmark
mb@btdk.dk

BACKGROUND

SCAN2010: (FERIE) Michael is the editor in chief of the Danish edition of Business Traveller Magazine. He is very interested in featuring non traditional add-ons for business travelers who are attending conventions in our gateway cities. He said that many business people bring their families on these trips and after a few days of shopping and hanging out in the gateways the families want something different. He has committed to sending a photojournalist from his staff to our region for story ideas and photos. He is not sure yet which states he will visit.

City Presskontor
Kobmagergade 11-4
Denmark
ulla.lund@citypressekorte.dk

BACKGROUND

SCAN2010: (FERIE) Met with Ulla Lund. She is a freelance travel writer, interested in adventure activities and farm/ranch stays. Will be working on writing a travel guide for women over 50 on travel opportunities. She works with her husband photographer Peter Hauerbach. She will contact Barbara if she can get a sponsor to pay for air for her and her husband.

Dagrofa
Gammelsger 11-13
DK-2605 Brøndby
Denmark
jr@dagrofa.dk

BACKGROUND

SCAN2010 Met with Jens Romudnstad. Jens is the person that Team Benns has decided to hire to do their new promotional campaign to our region. He will be traveling with his family (wife, 8 month old, 4 year old) in an RV Sponsored by Cruise America for a month exclusively in the Real America. He will help to develop the new Family Vacations catalog that Team Benns is creating for 2010 and he will be the MC. at at least 100 invitation only travel seminars that Team Benns will be hosting throughout Denmark in 2010/2011. Jen is a famous TV personality in Denmark. He was the star for 4 years of a popular prime time travel show, which featured him and various friends and celebrities traveling around the world on Harley Davidsons. Karsten believes that Jen and his family are the PERFECT family for this new promotion. Jen will do several TV segments on his adventures in the Real America and will become Team Benns spokesperson for all media events. We met with Jens and his wife for about an hour, gave me tons of info and ideas. Follow up: Jens and Karsten will meet several times in the next 2 months to figure out a strategy. They need to make sure that almost everything they see and do is family oriented. Once they have a draft itinerary they will contact Barbara and she will get each of the states involved with their portion.

Dream and Bike Tours
Prinsensgade 32
DK-7000 Fredericia
Denmark
kurt@dream-bike.dk

BACKGROUND

SCAN2010: (FERIE) Met with Kurt Sofensen. He owns a motorcycle company. As an add-on business they set up motorcycle tours for their customers. Wants a 2 week itinerary in our area starting and ending in the same city. He works with Eagle Rider for the bikes. He has been offering tours to the US for 12 years. Currently offers 9 trips a year to Route 66. Also does some tours to New Zealand which is getting popular. Send info and a motorcycle focused 5 state loop tour.

Fairplay Golf Tours
Moller Andersensvej 26
8830 Tjele
Denmark
sh@fairplaygolftours.com
www.fairplaygolftours.com
BACKGROUND

SCAN2010: (FERIE) Met with Stig Horup. He is a tour operator who specializes in Golf Tours. He took all our information. No follow up required at this time.

FDM Travel
City 2 Plan 1 Butik 152
DK-2630 Taastrup
Denmark
jac@fdm.dk
www.fdm.travel.dk
BACKGROUND

SCAN2010: (FERIE) Met with Jacob Sebaek. He is a travel agent from one of the 27 FDM Travel Agencies around Denmark. He stopped by to find out more about our area and took some of everything for his office. He wanted to know if we have any training materials that he could use for the staff. Would like a case of VG and 50 maps from each state to be distributed through their office in Taastrup.

FDM Travel
Kattebjerg 3
DK-4700 Naestved
Denmark
cmr@fdm-travel.dk
www.fdm.travel.dk
BACKGROUND

SCAN2010 (FERIE) Met with Christina Moran. She is a travel agent from one of the 27 FDM Travel Agencies around Denmark. She said that they were told that FDM will be offering non traditional destinations starting in 2010 including fly/drives to our 5 states. Would like a case of VG and 50 maps from each state to be distributed through their office in Naestved

FDM Travel-Group Dept.
Firskovvej 32
DK-2800 Kgs Lyngby
Denmark
hit@fdm.dk
BACKGROUND

FDM travel is one of Denmark's largest chains of travel agencies with 15 local offices covering Denmark. We are owned by the Federation of Danish Motorists, sister organization to AAA, and have been in operation for more than 50 years. FDM travel specializes in producing and selling individual travel covering everything from city breaks to fly/drive.

SCAN2010 (FERIE) Met with Hedy Luz Tieldal. She is a travel agent from one of 27 FDM Travel Agencies around Denmark. She said that they were told that FDM will be offering non traditional destinations starting in 2010 including fly/drives to our 5 states. Would like a case of VG and 50 maps to be distributed through their office in Lyngby.

Fisk and Fri
Christians Brygge 28
KD-1559 kbh. V.
Denmark
gph@fiskogfri.com
www.fiskogfri.com

BACKGROUND

SCAN2010: (FERIE) Met with Gordon P. Henriksen. He is the Editor of Fisk and Fri a fishing magazine in Denmark. He would like good fishing area info and photos from all states.

Hauphoto
Gruts Alle 16
DK-2900 Hellerup
Denmark
hauphoto@post4.tele.dk
www.globalpres.dk; www.hauphoto.dk

BACKGROUND

SCAN2010: (FERIE) Peter is a photojournalist. He will be working with his wife Ulla Lund on a travel book for women over 50. No followup required at this time.

Helsingør Rejsebureau
Gilleleje Hovedgade 28
3250 Gilleleje
Denmark
lied@helsingør-rbu.dk
www.helsingør-rbu.dk

BACKGROUND

SCAN2010 (FERIE) Met with Lise-Lotte Edelskov. She is the Managing Director of this travel agency. They are seeing much more interest in non traditional areas. She took VG maps and misc. from each of the states. No follow up required.

Icelandair
Havenholmen 27-29-ctuen
1561 København
Denmark
Karen@icelandair.is
www.icelandair.is

BACKGROUND

SCAN2010: Met with Karen Osterbye. She is the Director of Public Relations for all of Scandinavia and the decision maker for air support for media fairs. They have agreed to provide air for two multi participant media fairs to our region. One will be planned for late May/early June of 2010 and will include MSP-ND-SD. The second is planned for Sept. 2010 and will include WY, MT, ID.

Jysk Travel Agency
Skt Olufs Gade 2-4
8000-Aarhus C
Denmark
best-buy@jysk-rejsebureau

BACKGROUND

SCAN2010: (FERIE) Met with Jan Marshall. Right now all they offer is CA, NY and FL. But like everyone else they are getting more inquiries from their regular clients for non traditional destinations. They are interested in info on soft adventure activities including rafting., horseback riding, bike riding ec. Send info on soft adventure in your state.

SCAN09/05: Jysk is a full service agency with over 100 employees (5 offices in Denmark, one in Sweden one in Norway. They cater to the "active tourist". Their facility in Aarhus is their headquarters and is amazing. They have been in the five story building for about 2 years. The first floor is dedicated to some general sales people and a retail store that features anything that the "active tourist" would need (backpacks, hiking boots, scuba gear, binocular, whatever) The second floor has a comfortable seating area made to look like a library (we travel books on anywhere you could possibly on in the world, plus a computer kiosk. Customers are encouraged to sit and research where they might want to travel and then meet with one of the packaging experts on that floor. The next three floors are for corporate staff. Jysk stopped doing a catalog about three years ago. They do everything strictly over the internet. Their website is huge. Unfortunately, they only have one US expert on staff (Jacob who use to work with SUNTREX Tours US). Jacob is a BIG supported of the "non traditional" USA. They encourage (and financially support) their staff traveling around the world whenever they can. The staff member then does a presentation on Wednesday at a special meeting of all the sales people sharing their experience of their trip. Lars said that it is very effective in getting staff excited about a particular region. He has promised to support a fam if we do one for Scandinavian travel writers and travel agents. Lars is the president this year of the Aarhus Travel Club (a local association of travel agents and tour operators) and felt terrible that they could only get 6 agents to sign up for the special event planned. He assured us that it was not lack of interest in the region, he felt that it was just people's schedules. He promised to do a mailing to all of the members to share his discussions on the region. He also committed to showing each of our states' DVDs at individual Wednesday meetings. He said that he would strongly encourage his sales people to visit our websites (and might even do a contest). He said that he is very excited about working with us and that he thought that our region had "wonderful potential" to their client base.

My Planet
Strandboulevarden 122,2
DK 1200 Copenhagen O
Denmark
maj@myplanet.com; hmh@myplanet.com
www.myplanet.com

BACKGROUND

SCAN2010: (FERIE) Met with Margit Jensen and Henriette Hjort. Margit is senior travel consultant for the travel agency branch of My Planet/Marco Polo. She was working the My Planet booth at FERIE. She spent quite a bit of time at our booth trying to educate herself about our region. She said that it is well known in both My Planet and Marco Polo that management is committing a lot of resources this year and next to developing our region as a prime product. She wants to be as knowledgeable as possible

about the region so that she can be appointed the staff trainer for this new product. She is hoping that Management will commit the resources to send a group of key US Product managers to the region.. she said that it has been one of her dreams to visit our area.

Henriette is a senior travel consultant for the travel agency branch of My Planet/Marco Polo. She was working the My Planet booth at FERIE. She stopped by to pick up some info as she has been advised to start educating herself on our region. She noted everyone's websites.

My Planet
Soeren Frichs Vej 34 A
DK 8230 Aabyhoej
Denmark
meb@MYPLANET.com
www.myplanet.com
BACKGROUND

MyPlanet is a touroperator with 4 offices in Scandinavia (Denmark and Sweden) selling FIT products, self drive, adventure tours and group tours. MyPlanet has been in the market for 40 years selling through Scandinavian Canadian American Friendship Society. News letter quarterly in 12,000 samples.

GW10: appt. scheduled with Katrine Hulgaard. They are promoting their active brand of hiking, cycling, river rafting for the 30-45 age group. Also a family destination and Nature Group Tour.

SCAN2010: Met with Thomas Elsgaard. He said that since Timm and Kat Vladimir's trip to our region and all of the exposure that it generated they have seen a constantly developing interest in the Real America. They will be featuring several itineraries in our region in their new catalog. He will contact RMHT to service whatever itineraries they decide to feature. They will be at the other big Consumer fair in Denmark in Herning the North region. He wants to feature us on the big screen monitor. He took videos of all states. He is going to have it made into a continuous loop tape and use that. He also wanted to have VG and maps to distribute and took leftover materials from FERIE. Barbara made arrangements to have 1000 of the new Danish version of the Discover AMerica Magazine delivered to their booth at the show. He wants materials in quantity and will send Barbara shipping instructions.

1/10: From Barbara Stafford at RMI: Hi Pam, I had some time to play with the databases and finally got them to cooperate. My contacts at Marco Polo/My Planet are Mr. Morten E. Barasinski e-mail address meb@myplanet.com and Mr. Martin Schmidtsdorff e-mail address msc@myplanet.com. Martin is the sales manager in Denmark and Morten is their new production manager.

PW09: exhibitor request with Morten. Merged with Marco Polo and there are two sales teams. Lots of clients go to CA and FL, wants to include our region, not well known to Danes. My Planet works with America 4 You, and Marco Polo works with Travalco. Tailor made is big for My Planet. Has an itinerary from Denver or SLC into region; has been promoting Seattle and GNP, but Danes have relatives in Vancouver, BC and want to go there. Fewer customers to NY, and ppl are booking their own trips there. Coming to area in summer for three months, visiting GNP in RV, not doing much advance planning. Took HM, NG GNP; wants link for red jammers. Personally likes to bike; wants cyclist info for MT.

ITB08: Met with Arne Naamansen from My Planet and Kirsten Aagaard from Hannibal & Marco Polo. Both are long time clients for A4Y. Currently offering RMI fly drive from Denver to Denver. Very interested in offering skiing for winter 2008 through A4y. Suggested Jackson concerning RMI area.

SCAN08: Pamela dropped off three bags of publications that contain articles on the states. She said that everyone REALLY enjoyed last year's fams and that the media has been very prolific in their coverage. She told me that MY PLANET has been bought out by FIRST CHOICE out of the UK. She said that Carsten the general manager based in Copenhagen is gone, but that they have been told that everything will stay the same in Sweden and Denmark. We will just have to wait and see. Barbara is working with her and Karin on the other set of fams in May.

PW07: buyer request appt. with Carsten Rytter, General Manager, Airline contacts and group sales. Needs pictures for brochures. TM check press room and email him the link. 80% FIT. Avg. stay is 3 weeks. Peak sales season is Dec.-May. Always wants fresh new images for brochure and unlimited use. Always wants to be educated on area. TM send VP, DVD, HM.

Notes from mission:SCAN07: Martin took over for Claus Hebron as Sales Manager for MyPlanet Copenhagen. He is very enthusiastic about the opportunities that Timm Vladimir's new book (featuring WY,ND,SD,MT as one of the top 7 regions in the world for "off the beaten path" travel) offers MYPlanet for promoting a new non traditional destinations. He told after listening to Timm's presentation that "he had goose bumps". He will be working this year on adding the 4 states to their website and developing a package to promoted. He encouraged the 8 staff members that attended our training session to visit each of the states' website and read their materials to begin educating themselves

5/06: received email that Claus is leaving My Planet.

PW06: mutual request with Mr. Karsten Svanholm Lind; email is ksl@myplanet.com. Is setting up activities for 2007, is sending a staff member, Maria, the Product Manager, she does trainings so will visit ND, MT, SD and WY. Needs unique suppliers and products; rafting, kayaking, canoeing, and wants unique accommodations - referred to RMHT. Trying to work with National DRA, gave him list of MT ranches interested in the international market. Would consider using Calgary as part of a regional tour. Looking at destinations not so well known and educating on product. Says "MT suppliers don't know how to deal with international market" Pam's comment: I know that's not true, so prove him wrong by following up and offering net rates!
TM send VP.

SCAN9/05: Meeting with Claus Hebor, General Marketing Manager on Sept 26 at 9am. Did presentation to staff (8). MY Planet is an upscale tour operator which is in the process of totally revamping their marketing strategy. They have decided that they can not compete with the larger tour operators who are competing on price (Claus believes that they are going to "bargain price themselves out of business") They are currently only offering US product in CA, FL, LV and also offer Canada. Next year they are planning on adding the Rocky Mountain region. The new strategy calls for marketing to the "Curious Travelor" (travelers that are looking for something more than "a week of laying around a beach and drinking umbrella drinks"). They are going to focus their efforts on this traveler and will begin to develop "unique travel packages". My Planet is sponsoring a famous Danish TV personality on a trip around the world on an "adventure travel trip". He is writing stories all along the way for several major Danish Daily Papers and for several Lifestyle magazines. (I will forward info shortly). Klaus would like to have him spend three weeks in SD, ND WY and MT. They will provide air and some hotel. We would have to fam him and his photographer, They are looking for "extreme and unique adventures". The states agreed to do it. My Panet is also starting to see alot more interest in Ag tours in fact it was the largest group tour portion of their business last year.

Penguin Travel
Frederiksberg Alle 32
1820 Frederiksberg
Denmark
dorte@penguin.dk
www.penguin.dk
BACKGROUND

SCAN2010: (FERIE) Met with Dorte Enkov. She is interested in getting specific information on Ranch stays and packages. She has clients that are looking for that type of product.

Profil Rejser
Rosenorns Alle 29 1. sal
1970 Frederiksberg C
Denmark
kbh@profilrejser.dk; Chbo@profil-rejser.dk
www.profilerejser.dk
BACKGROUND

SCAN2010: (FERIE) Met with Charlotte Boisen. She is now the US Product Manager. She will be our contact at PR. She took photos and Media kits from everyone. She will be at Pow Wow and will try to stop by.

rejseprogrammet.dk
Skt. Annagade 32
DK-8000 Aarhus C
Denmark
nikolaj@rejseprogrammet.dk
www.rejseprogrammet.dk
BACKGROUND

SCAN2010: (FERIE) Met with Nikolaj Witte. Nik owns a company that does travel videos which are used by most of the major travel shows on Danish TV. He features most of his videos on his travel website which is well supported by travel related advertisers. We discussed the possibility of having him drive around our region in an RV. He would want to film the region in a RV because he needs the freedom of being able to stay and film wherever the features are. He said that he would love to visit our region because he thinks that is everything that he loves when he travels (scenery, real people living real lives, wildlife). Unfortunately, he is booked through the middle of 2011, but promised to try to get to our region in the fall of 2011 or spring of 2012. He said that he has other staff that he could send but that this region was going to be his video. Not followup at this time.

Risskov Travel Partner A/S

Østergade 10

Randers, 8900

Denmark

rasmus@risskov.com

www.risskov.com

BACKGROUND

Risskov Travel Partner is medium sized Danish travel agent specializing in both group and individual travel arrangements. Geography: USA, Europe, Asia, and Australasia. Client are +50 years and families. Types of transport: air, sea and bus. Company have experienced high growth and have been working with US market for 17 years.

SCAN2010: (FERIE) Met with Ramus Andersen. He stopped by to ask us if we knew anything about a ranch that Singer Kenny Rogers owned in MT that is now a B&B with a great golf course adjoining it (??). Took all of the states materials and said that he thought our region was definitely something that they could sell. Each state send him a cse of VG and 50 maps.

PW09: buyer request with Rasmus Andersen. Wants info on golf courses where you can rent cabins. #3-4 supplier in Denmark for mid size market. Specialize in group trips, fly drives to USA. Customers are 55+. Could sell ranch vacations. His boss used to work at My Planet. We reviewed MT since he is not familiar with state, although he does have clients going to Billings. Send all materials and movie list.

WTM08: Met with Rasmus. Gave him Barbara Stafford's email address. He is interested in learning more about the region and possibly meeting with an RMI delegation.

Se og Hor

Aller Media A/S

Havneholmen 33

DK-1561 København V

Denmark

kenth@seoghoer.dk

www.seoghoer.dk

BACKGROUND

SCAN2010: (FERIE) Kenth is a staff journalist for Se og Hor. This is a weekly magazine sent to every household in Denmark that gets cable TV (900,000 plus households). He said that the format is part TV Guide, part People Magazine, part National Enquirer. He showed us a sample and it is a very slick publication. He is planning on coming to our region in June (he will bring along his son who is a staff photographer for the magazine.) He will have about 3 weeks, but only wants to visit 3 states during his time. His approach to his travel features, is that he "moves into" a place for 5-6 days, gets to know the people and does extensive day trips each day he is there. We spoke briefly about each state and we gave me a recommendation or two for each of the 5 states. He took everyone's vacation guide and business card. He will review materials and decide which 3 states he will visit. Follow up: each state should decide how hard they want to push this and send him specific recommendations for their state.

Team Benns - Kilroy Group Travel

Norregade 51

DK-7500 Holstebro

Denmark

kali@team-benns.com

www.team-benns.com

BACKGROUND

GENERAL INFO: Formerly Benns Rejser. 5 person office in Scandinavia (Denmark, Norway, Sweden) selling F.I.T. products, self drive & adventure. Have been on the market for 30 years selling through Scandinavian Canadian Friendship Association. News quarterly in 12,000 samples. Wholesaler Only.

Category of Product/Service: economy and moderate. USA Travel Markets: Adventure Travel, Beaches/Coastal, Children/Family, City Breaks, EcoTourism/Nature, Golf/Tennis, Heritage/Historical, Ski & Snowboard, Sports-Summer, Sports-Winter, Study/Student, Visit Friends/Relatives. Sends 1,000 - 10,000 visitors to USA annually.

SCAN2010 (FERIE) Met with Hans Johansen and Karsten Lind. Karsten was the business manager for My Planet for several years. We worked with him on the My Planet promotion that brought Timm Vladimir (one of the most popular TV personalities in Denmark) and his wife Katt to our region for a month in the summer of 2006 (that promotion, which was sponsored by My Planet to the tune of \$100,000 plus was enormously successful for the Real America as it generated our place in the #1 travel book in Denmark in 2007 and detailed presentations by Timm and or Katt at over 100 invitation only Travel seminars sponsored by My Planet all over Denmark. Interest in our region has exploded because of this amazing program. Karsten has now been hired to be the Business Manager for TEMA (My Planet/Marco Polo's main competitor). He was hired to take the company in a new direction, and the direction he is promoting is nontraditional destinations to their customers through a whole new catalog program and web strategy. He feels that to remain competitive they are going to need to be the leaders in Outdoor vacations and Family Friendly vacations. He told us that he feels that in the next 10 years anyone who wants to go to the CA, NY, FL or Las Vegas in the USA will book their vacations directly. He feels that their clientele will continue to be loyal if they can offer them new, mentally stimulating and memorable holidays. The good news is that he thinks that our region is THE place for Danes to travel in the US and he is going to design a program and allocate resources similar to what he did for My Planet. (see lead on Jens Romundstad of Dagrofa) Karsten is sending Renee Christiansen, Senior Sales Consultant for US product to the 2010 Roundup and covering the cost for him to spend an additional 10 days after RU exploring our region. He will be looking at things in all 5 states to feature in the new catalog.

Hans' group from Team Benns specializes in outdoor adventures. They offer Black Hills and Yellowstone in their camping catalog. They also offer a guided tour to Black Hills on motorcycles (with Danish Guides). They work with Eagle Riders. Follow up: All state send 100 motorcycle brochures and whatever else you have to interest him in adding your product to his catalogs.

TEMA/TUI Nordic/Fritidsresegruppen

Söder Mälarstrand 27

SE-117 85 Stockholm

Sweden

pamela.nordqvist@fritidsresor.se

www.temarsor.se

BACKGROUND

SCAN2010: Met with Lars Bjorkman. Lars works for our very good friend Pam Clark (President of the VUSA Committee in Sweden). He has been hired to develop new nontraditional group tours to USA. He met with Barbara and had a lengthy discussion on the region. He was given a full set of materials and encouraged to either contact Barbara or any of the state reps if he has specific questions. He will be attending Roundup in Great Falls this year.

PW09: Pamela is the head of TEMA Nordic Countries, and Discover America Sweden. She wants to start offering a group itinerary for maybe 15-30 passengers for spring or fall. Would work with a receptive, suggested RMHT or America 4 You. Send GTPG and sample itineraries. 55+ age group is target, looking for extra things - nature tours, culture, food and wine. 7-15 days with participation in activities, like Western Romance.

WTM08: Met with Pamela. She says "hi" to Barbara, Marlee, Mitch, Vicky and James. She met Chuck, Kim, Pam, Rita, Nancy and Maureen. Fusion Arts Travel- Beth Newberry fusionarts@onetel.com. Ten days photo op.

Travel Pool Europe

Esplanaden 8, 2

DK-1263 Copenhagen K

Denmark

thomas.joergensen@travelpooleurope.com

www.travelpooleurope.com

BACKGROUND

SCAN2010: (FERIE) Thomas's company specializes in high end tours to western Europe. They have started in the last 5 years to offer tours to US and Australia/New Zealand. He knows nothing of our region, but thought that it might make for an interesting tour. He wanted info on events that a tour could be built around. We discussed Host Fest, CFD, Buffalo Round up, several things in Montana, but he did not seem impressed. He took each of the states cards and promised to visit each of their websites to look at Calendars of Events. No follow up required.
